



eXplore Lawrence Board Meeting Agenda

Friday 3/27/26

1 P.M. Carnegie Building

Time	Agenda Topic	Discussion Leader	Action Needed
1:00-1:05	Welcome and Celebrations	Drew	I
1:05-1:10	Approval of Minutes	Drew	A
1:10-1:20	Financial Report	Heather/Kim	I/D
1:20-1:50	Staff Reports <ul style="list-style-type: none">• Sales• Marketing• Community Relations	Kim/Ruth/Jennie	I/D
1:50-2:00	Director Report <ul style="list-style-type: none">• Review of TGT Collections (D)• Legislative Updates (I)	Kim	A/I/D

Agenda Code: A= Approval C= Consensus D= Discussion I = Information

Mission: eXplore Lawrence benefits the local economy by attracting diverse visitors, groups, and events to the City.



Explore Lawrence

Board of Directors Meeting

February 27, 2026

Present: Heidi Champagne, Chair, Margann Bennett, Mike Logan, Heather Shull, Tina Tourtillott, Marlo Angell, Katie VanderVelde, Drew Gaschler, Lindsay Hart

Absent: Mayor Brad Finkeldei, Emily Peterson

Staff: Kim Anspach, Executive Director, Ruth DeWitt, Director of Community Relations (notes)

Heidi called the meeting to order at 1:02 pm

MINUTES/FINANCIALS

The board approved the minutes from the January retreat (MSP Marlo, Margann).

Kim and Heather met for onboarding around financials in advance of the meeting.

Jennie requested a reallocation in the advertising budget. The total stays the same, but some lines are changed.

The 2026 budget is not built out yet, and we will continue discuss it as it changes and World Cup spending gets underway.

There is no World Cup-specific funding in our 2026 budget, which is currently flat from last year. Lindsay, Kim, and Ruth are working together on the city budget amendment on April 7.

The board had a brief discussion about the possibility of using reserve funds, running negative in lines, and other issues that might arise if payments are due to vendors before the budget amendment is completed by the City. The board understands the timing, and hopefully it won't be necessary, but Kim wanted to prepare the board for the possibility. We'll continue to discuss at the March meeting, and as the year progresses.

Kim shared there were a couple of issues of scam credit cards being issued. It's all been taken care of, but she wanted the board to know.

The board accepted the financial report.

DEPARTMENT REPORTS

Sales:

- The sales department continues to focus on prospecting and building a process to follow up on getting new business in town.
- Jennie joined Visit KCMO with a marketing sponsorship, which included a convention calendar. Chris and Laura have been working to research and prospect those conventions and send Lawrence information to them with the possibility of booking their events in the future.
- The sales department offered a human trafficking training at the 1st Quarter Director of Sales meeting. That training has been made into a 30-minute online training and we are circulating that to the hospitality industry and encouraging people to take it.
- The future AirDNA report is in the sales packets, and shows there is not yet pickup on future short-term rentals. We will continue to watch the bookings closely.

Marketing:

- Jennie is currently at the Destinations International marketing summit in Cleveland. She has sent in a great report that she's meeting our vendor contacts and making decisions on vendor updates or changes.
- She is working on influencer campaign ideas and is also researching a new asset management platform to help organize our photos and media assets.

Community Relations:

- Ruth and Sara have developed a new report for the board based on some of the retreat discussions. Three talking points for community messaging are at the top of the report. We're also tracking stakeholder activity and portal usage.
- Sara has been working tirelessly to clean up the database and ensure that contacts are correct and people who have access are supposed to and they are trained in making updates.
- Ruth provided an update on World Cup planning from the Lawrence 2026 group, and mentioned work to create an 8th Street blocked area for use as a welcome plaza. The space will provide a spot near the bus stop and allow for volunteers, food trucks, musicians and other programming during World Cup.
- Work continues proofing and preparations for the Mobile Visitor Center. We believe we are on track to make the St. Patrick's Day parade.

EXECUTIVE DIRECTOR REPORT:

Board Training:

- Kim, Marlo, Katie, and Heather all attended two sessions of a United Way board training in Topeka. They all found it very valuable and it had an immediate impact on Kim's retreat agenda format.
- They offer the training twice a year, if any board member is interested in attending future trainings, please let her know.

City Budget Agreement:

- We have received the 2026 use agreement for TGT funds from the city. There was one change in the bid fund amount that wasn't reflected in the proposed city agreement.
- Kim requested authorization from the board to enter into the agreement with the City for the 2026 budget. The board approved a general operating budget of \$1.4 million, with \$55,000 in the bid fund and authorized Kim to sign the agreement with those changes made. (MSP Tina, Heather).

Coalition Involvement:

- Kim had two appointments to report. She renewed her seat on the Governor's Council on Travel and Tourism and has been appointed to the board of the Black Jack Battlefield advisory committee.

Staff Retreat Work:

- Kim reported on the staff retreat and thanked the board for the guidance they provided the staff in forming priorities and goals as the staff got to work on planning the next year. Staff aligned goals for leveraging growth, building advocacy, and storytelling.
- During the retreat, we had a guest visitor – Dr. Amal El Haimeur from the African and African American studies department at KU. She also connected with an Algerian national. We learned a great deal in a short time about Algeria and will continue to educate ourselves on cultural and visitor aspects of the country.

- We also used our retreat to reach across departments and outline ways that departments need each other, can support one another, and keep us on track to reach our goals.

TGT Report:

The year-end TGT report showed the highest TGT collections on record. \$2.5 million collected over \$2.2 million in 2024. This is before the new rate takes effect.

ADJOURNMENT:

The meeting adjourned at 2:10 PM

The next meeting of the board is scheduled for March 27 at 1:00 PM at the Carnegie Building.

Respectfully submitted,
Ruth DeWitt

EXPLORE LAWRENCE INC
Statement of Financial Position
As of January 31, 2026

	Jan 31, 26
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	570,426.29
1030 · US Bank Money Market	229,917.93
1050 · Reserve Fund	336,906.49
1060 · Petty Cash	40.00
Total Checking/Savings	1,137,290.71
Other Current Assets	
1420 · Prepaid Expenses	5,569.03
Total Other Current Assets	5,569.03
Total Current Assets	1,142,859.74
Fixed Assets	
2150 · Vehicles	76,000.00
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-113,957.54
Total Fixed Assets	69,216.47
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	1,215,176.21
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	65,995.55
Total Accounts Payable	65,995.55
Credit Cards	
2109 · Credit Card - US Bank 2981	-4,291.90
Total Credit Cards	-4,291.90
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	17,515.89
3110 · Federal & FICA Payable	1,339.97
3111 · KS Withholding Payable	754.00
3112 · FUTA Payable	217.31
3113 · KS SUTA Payable	227.47
3114 · Health Insurance Payable	-379.52
Total 3100 · Payroll Liabilities	19,675.12
Total Other Current Liabilities	19,675.12
Total Current Liabilities	81,378.77
Total Liabilities	81,378.77
Equity	
4100 · Beginning Fund Balance	1,210,664.71
Net Income	-76,867.27
Total Equity	1,133,797.44
TOTAL LIABILITIES & EQUITY	1,215,176.21

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
January 2026

	Jan 26	Budget	Jan 26	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	0.00	119,500.00	0.00	119,500.00	1,434,000.00
5800 · Co-Op Marketing	0.00	833.33	0.00	833.33	10,000.00
5860 · DTN	0.00	500.00	0.00	500.00	6,000.00
5865 · Kansas Tourism Grant	0.00	3,333.33	0.00	3,333.33	40,000.00
5670 · Bid Fund	0.00	4,583.33	0.00	4,583.33	55,000.00
5700 · Miscellaneous Income	0.00	250.00	0.00	250.00	3,000.00
Total Income	0.00	128,999.99	0.00	128,999.99	1,548,000.00
Gross Profit	0.00	128,999.99	0.00	128,999.99	1,548,000.00
Expense					
7000 · Payroll Expense					
7081 · Payroll	37,288.20	46,325.50	37,288.20	46,325.50	555,906.00
7083 · Accrued Payroll Expense	2,648.61		2,648.61		
7260 · Retirement Plan	1,558.64	1,916.67	1,558.64	1,916.67	23,000.00
7055 · Health Insurance	3,415.92	4,166.67	3,415.92	4,166.67	50,000.00
7070 · Incentive Program	0.00	1,500.00	0.00	1,500.00	18,000.00
Total 7000 · Payroll Expense	44,911.37	53,908.84	44,911.37	53,908.84	646,906.00
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	3,055.17		3,055.17		
7100.2 · FUTA Expense	217.32		217.32		
7100.3 · SUTA Expense	227.47		227.47		
Total 7100 · Payroll Tax Expense	3,499.96		3,499.96		
7600 · Programs					
7601 · Advertising					
7601.4 · Public Relations	0.00	5,000.00	0.00	5,000.00	60,000.00
7601.8 · Digital	13,953.45	21,631.67	13,953.45	21,631.67	259,580.00
7601.10 · Magazine	685.00	618.75	685.00	618.75	7,425.00
7601.12 · Content	350.00	1,612.08	350.00	1,612.08	19,345.00
7601.14 · Outdoor	0.00	625.00	0.00	625.00	7,500.00
7601.19 · Publications	0.00	833.33	0.00	833.33	10,000.00
7601.2 · Design	0.00	2,605.00	0.00	2,605.00	31,260.00
7601.21 · Opportunity Fund	0.00	1,369.50	0.00	1,369.50	16,434.00
7601.22 · Tracking	0.00	1,000.00	0.00	1,000.00	12,000.00
Total 7601 · Advertising	14,988.45	35,295.33	14,988.45	35,295.33	423,544.00
7619 · Incentive Travel					
7619.0 · General Fund	0.00	166.67	0.00	166.67	2,000.00
7619.1 · Committed Incentives	0.00	416.67	0.00	416.67	5,000.00
7619.2 · New Business	0.00	833.33	0.00	833.33	10,000.00
Total 7619 · Incentive Travel	0.00	1,416.67	0.00	1,416.67	17,000.00
7625 · Simpleview Data Base	0.00	1,666.67	0.00	1,666.67	20,000.00
7641 · Promotional Materials	0.00	2,500.00	0.00	2,500.00	30,000.00
7642 · Trade Shows					
7642.0 · General Fund	0.00	583.33	0.00	583.33	7,000.00
7642.1 · Trade Show Travel	0.00	250.00	0.00	250.00	3,000.00
Total 7642 · Trade Shows	0.00	833.33	0.00	833.33	10,000.00
7643 · Website Hosting	0.00	2,916.67	0.00	2,916.67	35,000.00
7644 · Printing and Reproduction	47.57	500.00	47.57	500.00	6,000.00

EXPLORE LAWRENCE INC

Profit & Loss Budget Performance

January 2026

	Jan 26	Budget	Jan 26	YTD Budget	Annual Budget
7645 - Special Projects					
7648 - Bids	0.00	4,583.33	0.00	4,583.33	55,000.00
7649 - Visitors Guide	0.00	1,866.67	0.00	1,866.67	20,000.00
Total 7645 - Special Projects	0.00	6,250.00	0.00	6,250.00	75,000.00
Total 7600 - Programs	15,036.02	51,378.67	15,036.02	51,378.67	616,544.00
7620 - Meeting programs	250.00	2,500.00	250.00	2,500.00	30,000.00
7650 - Mobile Visitors Center					
7650.11 - Vehicle Reg and Licensing	0.00	266.67	0.00	266.67	3,200.00
7650.12 - Vehicle Insurance	0.00	166.67	0.00	166.67	2,000.00
7650.13 - Event Registrations	0.00	2,500.00	0.00	2,500.00	30,000.00
7650.14 - Travel Expenses	0.00	2,166.67	0.00	2,166.67	28,000.00
7650.15 - Vehicle Maintenance	0.00	333.33	0.00	333.33	4,000.00
7650.16 - Merchandise	0.00	416.67	0.00	416.67	5,000.00
7650.2 - Van Build and Purchase Expenses	1,894.93	833.33	1,894.93	833.33	10,000.00
Total 7650 - Mobile Visitors Center	1,894.93	6,683.34	1,894.93	6,683.34	80,200.00
8200 - Admin and General					
8202 - Accounting	600.00	1,250.00	600.00	1,250.00	15,000.00
8203 - Rent	2,500.00	2,500.00	2,500.00	2,500.00	30,000.00
8204 - Software	89.00	541.67	89.00	541.67	6,500.00
8206 - Hardware	0.00	291.67	0.00	291.67	3,500.00
8210 - Technology Repair & Maintenance	673.17	833.33	673.17	833.33	10,000.00
8214 - Bank Service Charges	27.95	83.33	27.95	83.33	1,000.00
8225 - Board Expenses	0.00	333.33	0.00	333.33	4,000.00
8226 - Leased Equipment	177.12	350.00	177.12	350.00	4,200.00
8230 - Dues/Subscriptions/Memberships	1,345.77	2,500.00	1,345.77	2,500.00	30,000.00
8234 - Insurance	3,469.90	666.67	3,469.90	666.67	8,000.00
8242 - Legal	0.00	416.67	0.00	416.67	5,000.00
8244 - Janitorial/Cleaning	148.00	362.50	148.00	362.50	4,350.00
8245 - Retirement Plan Fees/Admin	0.00	183.33	0.00	183.33	2,200.00
8247 - Office Supplies	257.97	416.67	257.97	416.67	5,000.00
8248 - Postage and Delivery	192.93	268.33	192.93	268.33	3,100.00
8250 - Storage	196.84	208.33	196.84	208.33	2,500.00
8251 - Misc. Office General	2.90	416.67	2.90	416.67	5,000.00
8282 - Travel & Meetings					
8282.10 - Professional Development	0.00	666.67	0.00	666.67	8,000.00
8282.11 - EL Hosted Events	0.00	416.67	0.00	416.67	5,000.00
8282.12 - Staff Travel	0.00	750.00	0.00	750.00	9,000.00
8282.13 - Meetings	0.00	291.67	0.00	291.67	3,500.00
8282.14 - Staff Employee Benefits	1,982.19	208.33	1,982.19	208.33	2,500.00
Total 8282 - Travel & Meetings	1,982.19	2,333.34	1,982.19	2,333.34	28,000.00
8283 - Telephone/Internet	451.10	583.33	451.10	583.33	7,000.00
Total 8200 - Admin and General	12,114.84	14,529.17	12,114.84	14,529.17	174,350.00
Total Expense	77,707.12	129,000.02	77,707.12	129,000.02	1,548,000.00
Net Ordinary Income	-77,707.12	-0.03	-77,707.12	-0.03	0.00
Other Income/Expense					
Other Income					
9020 - Interest Income	1,286.41		1,286.41		
Total Other Income	1,286.41		1,286.41		

8:15 PM

03/04/26

Accrual Basis

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
January 2026

	Jan 26	Budget	Jan 26	YTD Budget	Annual Budget
Other Expense					
8510 - Depreciation	446.56		446.56		
Total Other Expense	446.56		446.56		
Net Other Income	839.85		839.85		
Net Income	-76,867.27	-0.03	-76,867.27	-0.03	0.00



Sales Performance Report

February 2026



Economic Impact
BOOKED YTD

\$79,659.00



Service Dept.

Materials requests: 2
Site tours: 2

44.7%

↓ -2.3%
YOY

YTD OCCUPANCY

YTD ADR

↑ 1.0%
YOY

\$119.17

YTD REVENUE

↑ 0.4%
YOY

\$2,539,228

LEADS FEB: 1

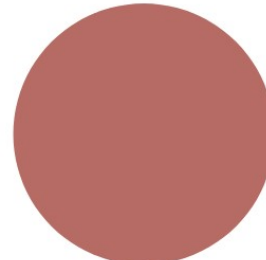
LEADS YTD: 9

LEADS 2025: 11

YOY CHANGE: -2



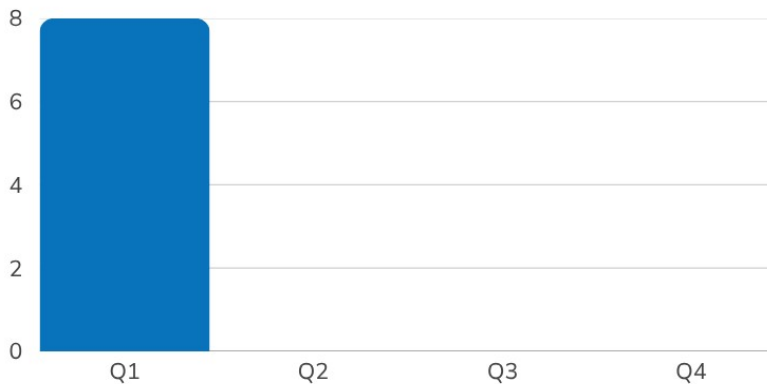
LOST CODES FEB = 1



Other
1

YTD ECON IMPACT
\$58,512.00

PROSPECTING ACTIVITY



GOAL = 20/ QUARTER

Q1	45
Q2	0
Q3	0
Q4	0
TOTAL	45



February 2026 LODGING REPORT

eXplore Lawrence has contracted with STR, Inc., a leading lodging industry research company, to provide monthly and annual lodging data for Lawrence, Kansas. The following report provides an analysis of the city.

There are six major areas of analysis contained in this report:

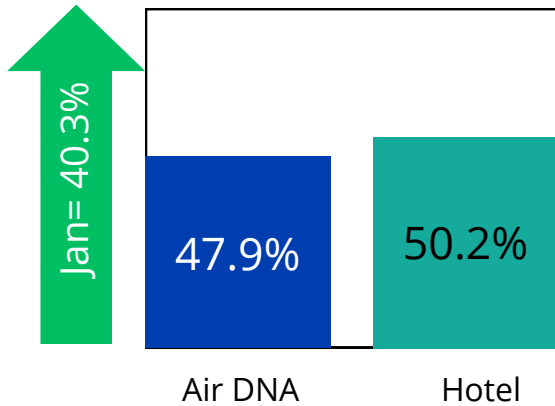
- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold
- 6) Room Revenue: Reflects the amount of revenue collected



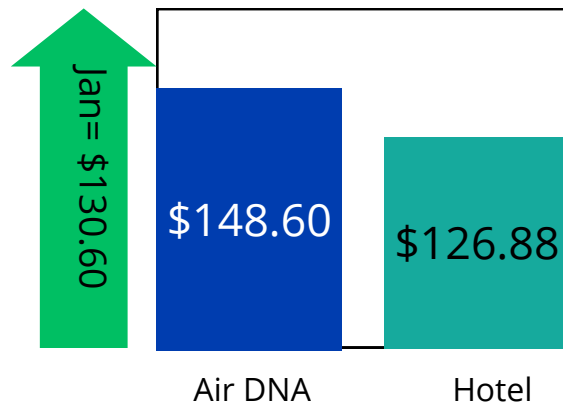
February Air DNA Report

A comparison of hotel vs short term rental data

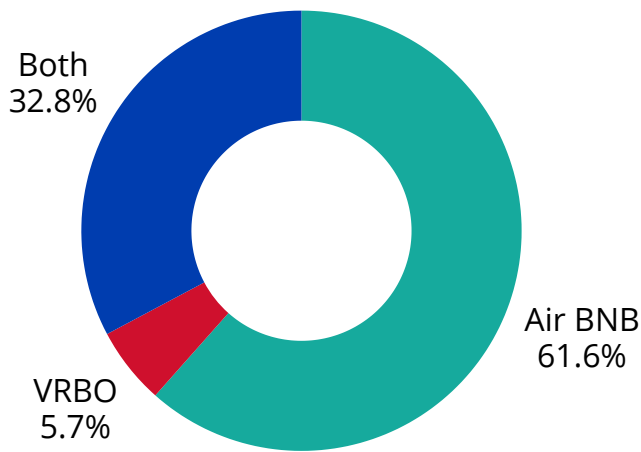
February Occupancy



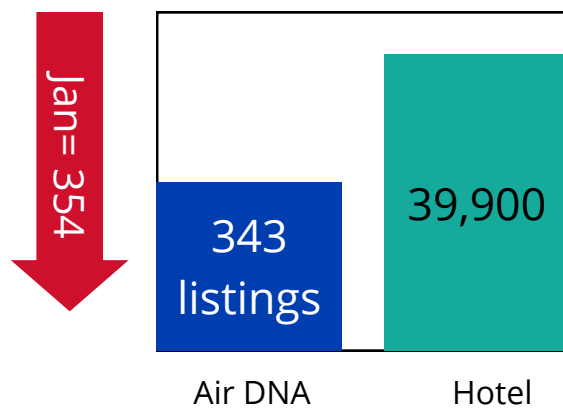
February ADR



February Listings/Channel



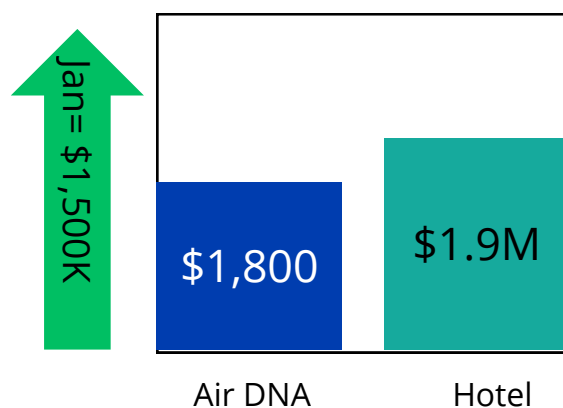
February Room Supply



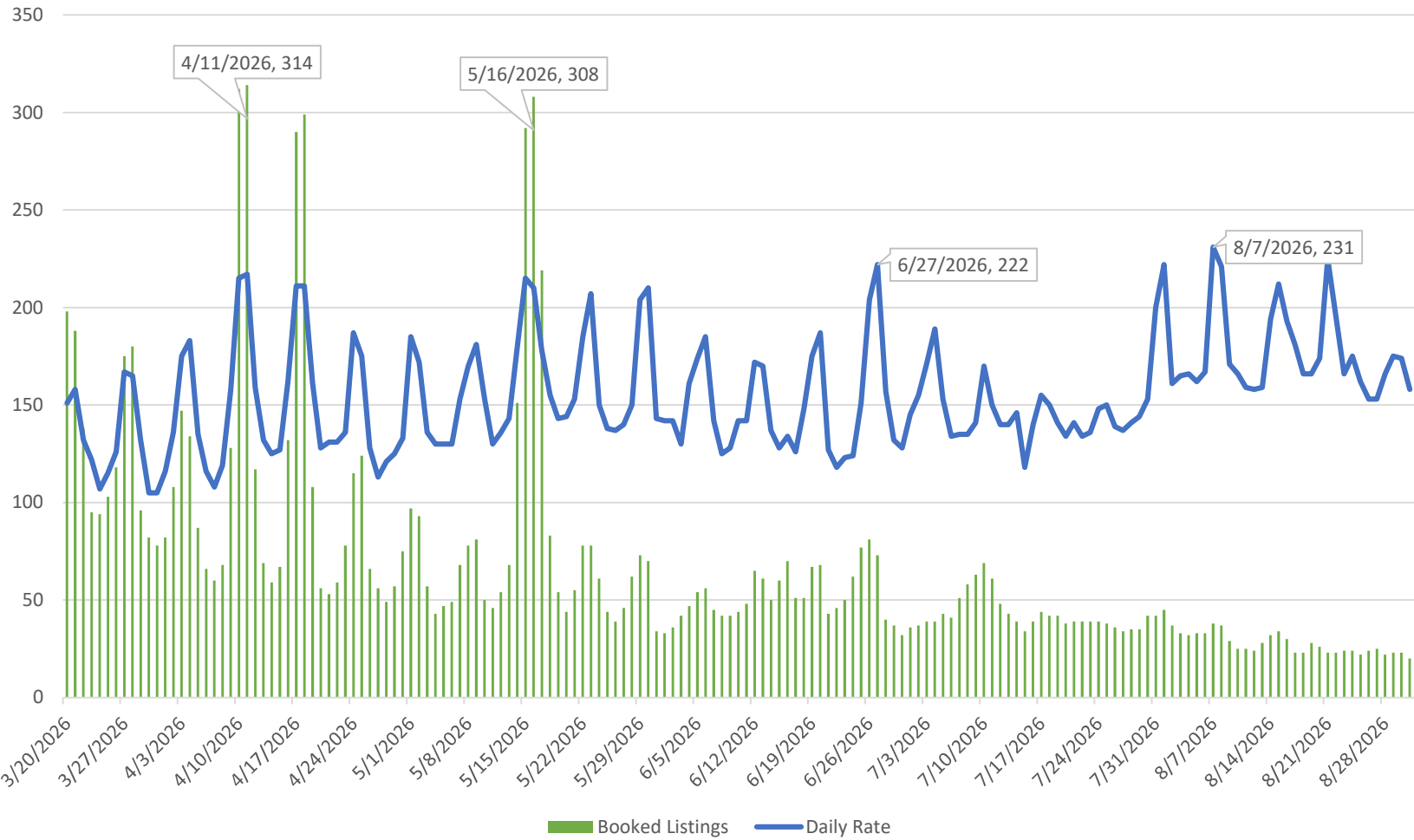
ADR/Bedroom

- 6 br no listings
- 5 br \$523.00
- 4 br \$277.50
- 3 br \$187.10
- 2 br \$139.30
- 1 br \$103.20

February Revenue



Short Term Rental Futures March 30 - August 28





JANUARY 2026 MARKETING REPORT

JANUARY MARKETING SUMMARY

Our January marketing messages focused heavily on Lawrence Restaurant Week and community happenings to kick off 2026. We continued to share evergreen content in support of our business and community members, visitor guide orders, and marketing our events calendar.

EXPLORELAWRENCE.COM

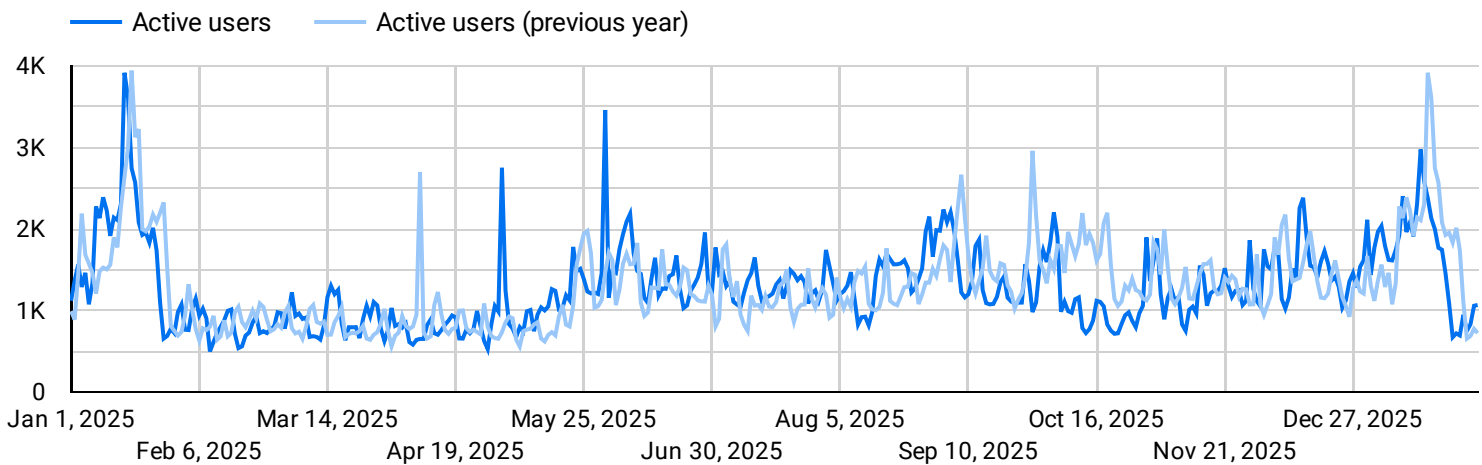
In January explorelawrence.com saw 45,634 total users, a decrease of 6.7% from January 2025. Each user averaged about 23 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views decreased by 22% from January of last year, to 266,836. The Lawrence Restaurant Week page was the most visited with 94,449 views or 35% of total views, followed by the Events Calendar page with 13,826 views. Organic search traffic remains the leading source of site traffic.

Total users
45,634
↓ -6.7%

Event count
1,069,309
↓ -19.2%

Event count per user
23.9
↓ -13.3%

Views
266,836
↓ -22.4%



PAGE PERFORMANCE

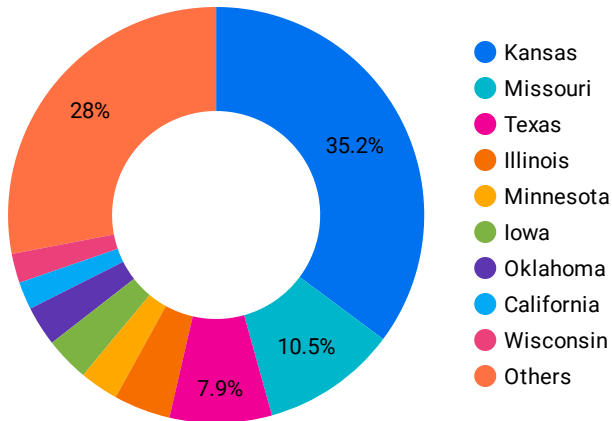
Page title	Views ▾	% Δ
Lawrence Restaurant Week Save the d...	94,449	-27.1% ↓
Events Calendar - Unmistakably Lawren...	13,826	5.8% ↑
Eat - Unmistakably Lawrence	8,558	-7.5% ↓
Merchants Pub & Plate	4,548	-9.5% ↓
715	4,472	-14.9% ↓
Explore - Unmistakably Lawrence	4,108	-2.0% ↓
Culinaria	3,995	-6.8% ↓
Mass Street Fish House & Raw Bar	3,948	-1.4% ↓
Big Mill	3,929	24.9% ↑
Free State Brewing Co.	3,426	-6.9% ↓

ACQUISITION

Session default channel group	Sessions ▾	% Δ
Organic Search	20,168	-5.4% ↓
Paid Search	12,729	-34.9% ↓
Direct	9,850	10.1% ↑
Organic Social	8,314	-15.5% ↓
Display	8,304	7.8% ↑
Paid Social	1,917	229.4% ↑
Referral	1,627	-20.0% ↓
Email	583	-30.8% ↓
Cross-network	247	-
Unassigned	242	9.5% ↑

EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



Session source	Sessions	% Δ
google	39,444	-17.0% ↓
(direct)	9,850	10.1% ↑
facebook	5,461	30,238.9% ↑
m.facebook.com	1,713	-75.1% ↓
fb	1,658	203.7% ↑
bing	818	2.4% ↑
Unmistakably Lawrence E-News	557	-6.4% ↓
l.facebook.com	505	-66.3% ↓
stackadapt	474	-31.5% ↓
yahoo	345	-21.6% ↓

LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients
9,712

Opens
1,198

Clicks
329

TOP 5 LINKS

	Link	Clicks
1.	Lawrence Restaurant Week	345
2.	Blog: January Live Music	77
3.	Blog: January Hometown Happen...	58
4.	Winter Wonder Pass	38
5.	Event: Ducks, Herons, & Eagles, oh ...	23

INDUSTRY ENEWS

Monthly tourism industry enews statistics

Recipients
1,294

Opens
357

Clicks
46

TOP 5 LINKS

	Link	Clicks
1.	LawrenceKS.gov Community Arts ...	28
2.	explorelawrence.com Submit Your...	27
3.	dcgoks.gov Heritage Conservation...	25
4.	explorelawrence.com Partner Portal	23
5.	explorelawrence.com Events Cale...	19

SOCIAL MEDIA

January's social media activity on Facebook, Instagram, and TikTok brought over 1,100 new fans, earning over 772,240 impressions, 18,327 post engagements, and 449,533 video views. Popular content included the weekly "7 Things to do in Lawrence," the January Live Music blog, scenes of Winter in Lawrence, and content related to local restaurants and Lawrence Restaurant Week.

Impressions
772,240

Engagement
18,327

Video Views
449,533

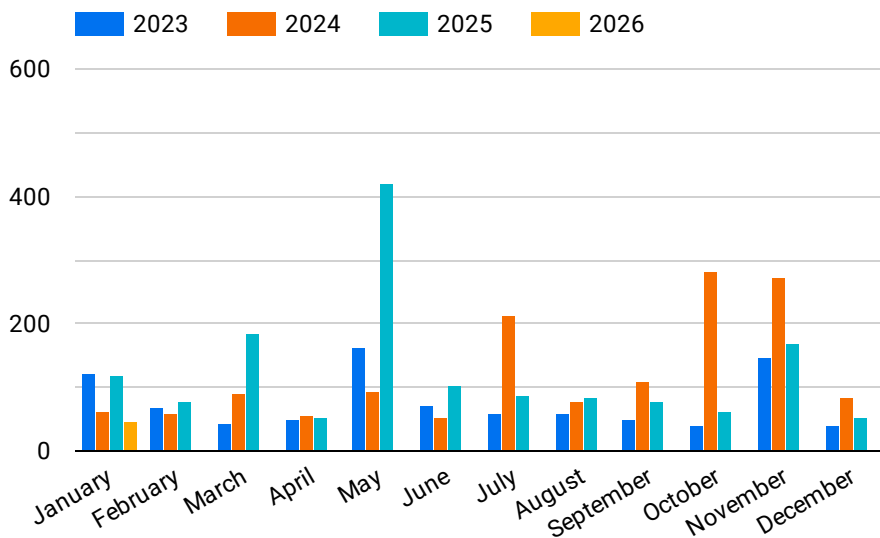
New Followers
1,167

Platform	Impressions	Engagement	Video Views	New Followers
Facebook	467,160	8,859	221,092	679
Instagram	255,723	6,236	68,600	250
TikTok	49,357	3,232	159,841	238

WEBSITE INQUIRIES

We continue to fulfill requests for Visitors Guides through the website. In January, there were 48 website inquiries for Visitors Guides and e-newsletter sign-ups. Visitors are asked about their interests when they request information.

WEBSITE INQUIRIES (Visitors Guide Requests & E-news Sign-ups)



WEBSITE INQUIRIES - INTERESTS

Interest	Count
1. Wellness	20
2. Universities	17
3. Shopping	27
4. Recreation	20
5. Other	10
6. History	27
7. Haunted	14
8. Food	32
9. Family	15
10. Events	27
11. Birding	21
12. Basketball	13
13. Arts/Culture	31
14. Agri-Tourism	11



FEBRUARY 2026 MARKETING REPORT

FEBRUARY MARKETING SUMMARY

February marketing messages focused on how to celebrate Valentine's/Galentine's Day in Lawrence, an appreciation for World Wetlands Day, and Black History Month. We were also thrilled to join in celebrating Lawrence being announced as the base camp for the Algeria National Team during this summer's tournament.

EXPLORELAWRENCE.COM

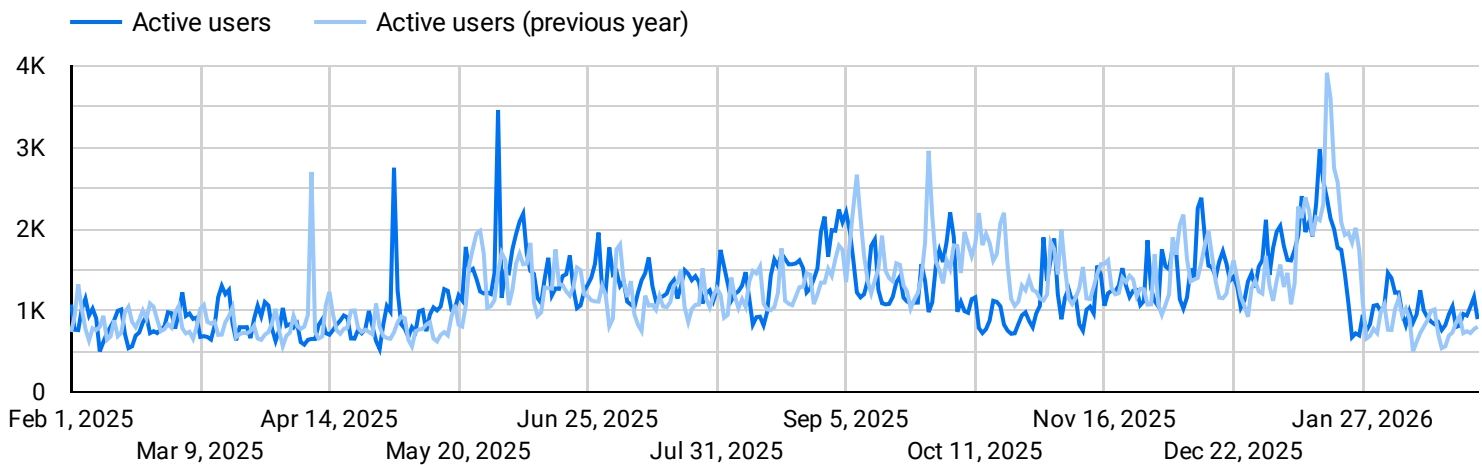
In February explorelawrence.com saw 26,280 total users, an increase of 27.0% from February 2025. Each user averaged about 11 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views saw a slight increase from February of last year for a total of 77,674. The Events Calendar page was the most visited with 19,287 views or nearly 25% of total views, followed by the Restaurants page with 4,529 views. Organic search traffic remains the leading source of site traffic followed by organic social and direct traffic.

Total users
26,280
↑ 27.0%

Event count
308,573
↓ -1.8%

Event count per user
11.95
↓ -22.5%

Views
77,674
↑ 0.1%



PAGE PERFORMANCE

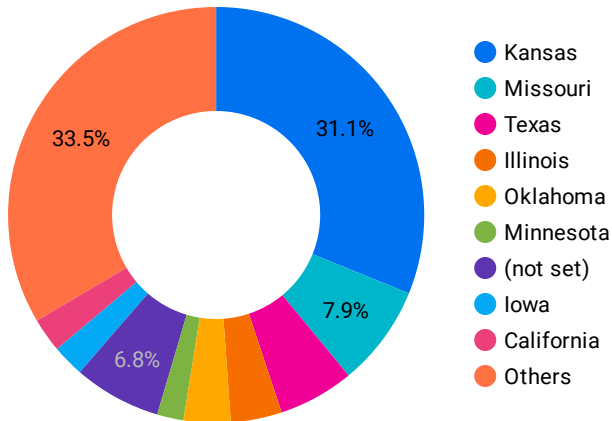
Page title	Views ▾	% Δ
Events Calendar - Unmistakably Lawren...	19,287	-0.5% ↓
Eat - Unmistakably Lawrence	4,529	0.9% ↑
Explore - Unmistakably Lawrence	3,270	-6.8% ↓
See - Unmistakably Lawrence	2,456	79.1% ↑
Concerts & Live Music	1,823	-14.6% ↓
Arts & Culture - Unmistakably Lawrence	1,679	491.2% ↑
Shop - Unmistakably Lawrence	1,503	17.1% ↑
Downtown & Mass Street	1,326	-18.2% ↓
Stay Warm with Lawrence's Lively Music...	1,136	-
Final Fridays in Lawrence, Kansas	927	-26.0% ↓

ACQUISITION

Session default channel group	Sessions ▾	% Δ
Organic Search	14,614	-18.3% ↓
Organic Social	6,495	186.8% ↑
Direct	6,126	100.3% ↑
Paid Search	2,352	11.6% ↑
Referral	874	-26.7% ↓
Paid Social	573	-
Display	524	-25.7% ↓
Email	423	-31.1% ↓
Unassigned	200	-0.5% ↓
Paid Other	103	10,200.0...

EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



Session source	Sessions	% Δ
google	16,012	-15.5% ↓
(direct)	6,126	100.3% ↑
facebook	5,773	-
bing	584	4.8% ↑
stackadapt	433	-25.9% ↓
fb	425	-
Unmistakably Lawrence E-News	407	-2.2% ↓
m.facebook.com	324	-78.5% ↓
duckduckgo	200	36.1% ↑
facebook.com	180	20.8% ↑

LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients

9,677

Opens

2,110

Clicks

260

TOP 5 LINKS

	Link	Clicks
1.	Events Calendar	147
2.	Blog: February Live Music	92
3.	Blog: February Hometown Happe...	85
4.	Event: Souper Bowl	45
5.	Blog: Celebrating Black History Mo...	43

INDUSTRY ENEWS

Monthly tourism industry enews statistics

Recipients

1,288

Opens

158

Clicks

29

TOP 5 LINKS

	Link	Clicks
1.	scorelawrence.com Lawrence will ...	25
2.	scorelawrence.com Calendar	25
3.	explorelawrence.com Partner Portal	24
4.	explorelawrence.com Events Cale...	23
5.	youtube.com: Introduction to Hu...	23

SOCIAL MEDIA

February's social media activity on Facebook, Instagram, and TikTok brought us 772 new fans, earning 684,673 impressions, 26,171 post engagements, and 219,160 video views. Popular content included posts about Valentine's/Galentine's Day, Team Algeria base camp announcement, Lawrence Mardi Gras parade, World Wetlands Day, and Black History Month.

Impressions
684,673

Engagement
26,171

Video Views
219,160

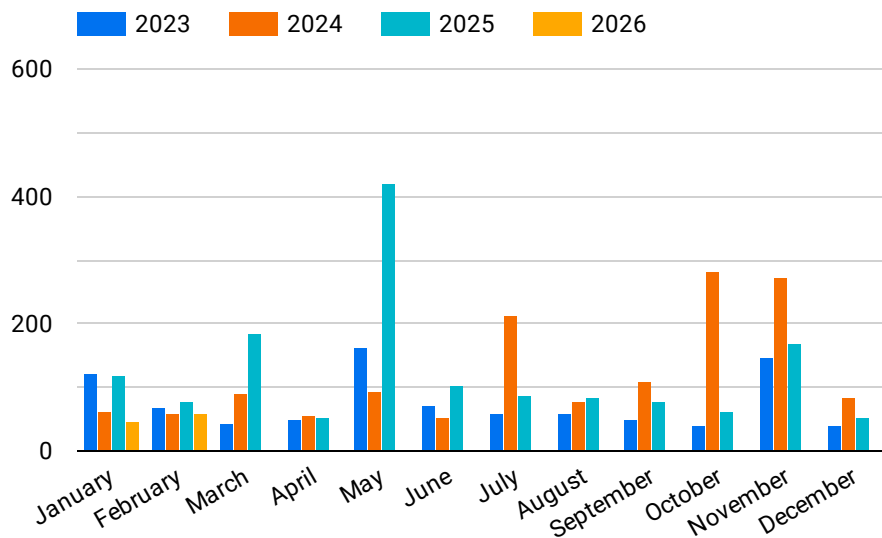
New Followers
772

Platform	Impressions	Engagement	Video Views	New Followers
Facebook	439,757	22,152	125,371	469
Instagram	226,863	2,664	27,511	228
TikTok	18,053	1,355	66,278	75

WEBSITE INQUIRIES

We continue to fulfill requests for Visitors Guides through the website. In February there were 59 website inquiries for Visitors Guides and e-newsletter sign-ups. Visitors are asked about their interests when they request information.

WEBSITE INQUIRIES (Visitors Guide Requests & E-news Sign-ups)



WEBSITE INQUIRIES - INTERESTS

Interest	Count
1. Agri-Tourism	13
2. Arts/Culture	35
3. Basketball	15
4. Birding	27
5. Events	37
6. Family	17
7. Food	36
8. Haunted	23
9. History	32
10. Other	15
11. Recreation	17
12. Shopping	25
13. Universities	17
14. Wellness	19

Notable Meetings/Events

We had the pleasure of receiving both County and City proclamations welcoming the Men's Algerian Team to Lawrence. We distributed soccer scarves to both County and City Commissioners.

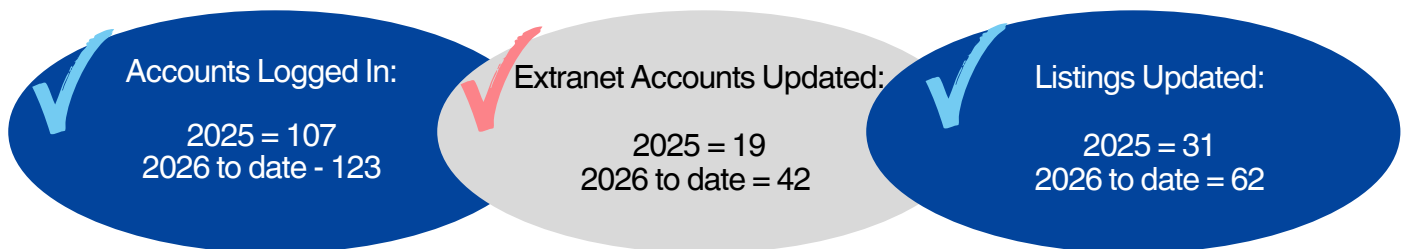
Dept. Shout-Outs

CR had a great month. Sara's portal/extranet engagement project is a huge success. We are planning for the Community Resources fair, and we are planning to roll out the Mobile Visitors Center during Travel and Tourism Week (May 3-9). Richard continues to work to complete the wrap and fulfill visitor guide requests.

Transient Guest Tax Update

01. 2025 TGT collections were the highest on record.
02. February TGT numbers will show us the first data after the increased rate of 8% went into effect.
03. February TGT collections (which reflect January activity) is up 36.17% YoY. Collections were \$157,619 over \$115,753 Feb 25.

Portal Project Update on Engagement!



World Cup

- We are rebranding our local effort from Lawrence 2026 to Score Lawrence.
- Ruth presented to New Generations, MSO, Lawrence Rotary, Lawrence Restaurant Association in March and does monthly updates with Kim Murphree on KLWN.
- We are hosting a Community Resources Fair/ ask us anything that has had an overwhelming response from partners. There is a terrific list of city, county, health, and sports partners willing to help answer questions.
- We received a report from Destinations International booked flights into MCI are up 96% YOY.
- RFP for community viewing parties and large events has been awarded.
- We continue to work on the pop up visitor center and the 8th Street Plaza commitments.

Mobile Visitor Center

- We are planning to roll out the van for Travel and Tourism week May 3-9!
- The van is set to go into Image 360 on April 7 and will be in there until April 16.
- We are finalizing the technical parts of the video starting and ending activations.
- We have construction designs on the interior and exterior podiums.
- We have content in hand for the foodie and basketball videos. They are being edited for an early April delivery.



Month	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2025/2026 % change
January	101,382	93,738	98,184	118,323	95,446	41,690	111,162	174,977	80,181	88,003	117,253	33.24%
February	99,205	94,007	113,533	84,797	115,542	58,116	108,425	119,220	119,371	115,753	157,619	36.17%
March	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	208,819	269,213	0	
Qtr 1	305,885	304,536	343,736	326,883	314,106	160,867	378,124	456,596	408,371	472,969	274,872	34.90%
April	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	194,623	177,542	0	
May	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	210,991	229,942	0	
June	161,930	183,216	171,487	185,634	38,022	154,237	180,085	224,361	252,388	281,796	0	
Qtr 2	434,286	470,704	470,940	503,616	137,250	358,604	531,554	608,636	658,002	689,280	0	
July	138,574	133,188	152,087	168,245	58,308	127,254	174,977	200,428	228,298	301,900	0	
August	164,378	204,992	161,411	149,099	78,147	154,104	190,619	193,987	168,231	182,532	0	
September	128,957	155,957	148,506	170,578	102,374	161,468	154,860	200,813	184,465	215,064	0	
Qtr 3	431,909	494,137	462,004	487,922	238,829	442,826	520,456	595,228	580,994	699,496	0	
October	156,868	157,890	148,412	140,822	83,871	150,112	191,637	216,140	161,879	209,278	0	
November	142,512	167,915	147,600	164,907	93,603	167,993	193,553	231,109	238,950	264,833	0	
December	131,421	136,028	130,316	142,582	55,963	145,672	171,800	173,543	165,318	178,202	0	
Qtr 4	430,801	461,833	426,328	448,311	233,437	463,777	556,990	620,792	566,147	652,313	0	
Year Totals:	1,602,881	1,731,210	1,703,008	1,766,732	923,622	1,426,074	1,987,124	2,281,252	2,213,514	2,514,058	274,872	34.90%

** Transient Guest Tax increased from 5 to 6% in January of 2010

